Claims

What is claimed is:

1   1.   A method for tracking behavior comprising:

2   enabling a customer to view a plurality of online accounts; and

3   enabling the customer to access the online accounts.

1   2.   The method of claim 1 further comprising:

2   tracking the transaction history of each account.

1   3.   The method of claim 2 further comprising:

2   providing flexible reporting to track customer events.

1   4.   The method of claim 3 wherein

2   the customer events are customer transactions.

1   5.   The method of claim 3 wherein

2   the customer events are customer purchases.

1   6.   The method of claim 3 further comprising:

2   providing targeted email campaigns to the customer.

1   7.   The method of claim 3 further comprising:

2   providing rewards to the customer based on the tracked customer events.

1   8.   An article of manufacture comprising a computer readable memory having

2   computer readable program code embodied thereon, which, when executed by a

3   processing system, causes the system to perform the steps of tracking customer

4   behavior, said computer readable program code comprising:

5   computer readable program code means for enabling a customer to view

6   a plurality of online accounts; and

7   computer readable program code means for enabling the customer to

8   access the online accounts.

1   9.   The article of claim 8 further comprising:

2   computer readable program code means for tracking the transaction

3   history of each account.

1   10.   The article of claim 9 further comprising:

2   computer readable program code means for providing flexible reporting to

3   track customer events.

1   11.   The article of claim 10 wherein

2   the customer events are customer transactions.

1   12.   The article of claim 10 wherein

2   the customer events are customer purchases.

1   13.   The article of claim 10 further comprising:

2   computer readable program code means for providing targeted email

3   campaigns to the customer.

1   14.   The article of claim 10 further comprising:

2   computer readable program code means for providing rewards to the

3   customer based on the tracked customer events.